



Did you ever bring mother to a real "white sale"?

(You have to say *sale* just as loud as *white* to get the full meaning of the idea.)

You don't need to be perfect in your number-work at school in order to know what it means to see a 75 crossed off a price tag and a 50 written below.

Not here at Best's, anyway.

Yes, all over the shop. White things for you and white things for her.

70th Avenue, West Side, Corner of 26th Street.

Makes Little Difference What You Need,  
a World "Want" Ad. Will Go and Get It.

## ALL TAXIS WITH METERS NOW UNDER NEW ORDINANCE

By Sophie Irene Loeb.  
Mayor Mitchell has signed the taxicab amendment so long advocated by The Evening World and it was re-

### POSLAM HEALS ECZEMA, ITCH, RASH, PIMPLES

Poslam transforms ailing skin to skin clear and healthy in color and tone. With ease it eradicates eruptions and affections that stubbornly resist treatment. At once the skin is soothed and comforted; itching stops. Soon it is seen that the trouble is under control. Then it disappears. Poslam's merit is easily proven overnight. The work it does in this brief time is often astounding. Your druggist sells Poslam. For free sample write to Emergency Laboratories, 52 West 25th Street, New York. Poslam Soap used daily for toilet and bath is the best means of improving skin and hair. 25 cents and 15 cents.—Adv.

turned to the Board of Aldermen today at a special meeting.

The Mayor issued a strong memorandum in attaching his signature to this hard fought measure. This amendment prescribes that every taxicab that carries a taximeter shall be licensed, and may operate only under the rates and other provisions of the new ordinance.

The Mayor doubted the sincerity of the cab companies in opposing this amendment. Their main effort was directed to retaining high rates. Their assertion, of long standing, that only their drivers were reliable, was torn to shreds by their recent plea that if taximeters are taken off their vehicles the drivers will not turn in all the fares.

The Mayor evidently deemed it paradoxical also that they pleaded they should be regarded as "private carriers" when they had sought through the courts to establish that they were "common carriers" and so under State Public Service jurisdiction, a decision they are even now seeking to es-

tablish in order to avoid coming under city rates.

The Mayor's memorandum to the Board of Aldermen follows:

Gentlemen: I am returning approved Ordinance No. 1020, entitled "Ordinance to Amend the Public Hack Ordinance."

This amendment, in effect, provides that a meter be affixed to any vehicle using the public streets for the purpose of carrying passengers for hire, and holds the same out as an accurate measure of distances, then that vehicle must be under the supervision of, and the meter inspected for accuracy by, the city authorities. I find that this amendment is entirely discretionary in its form, stating that if a meter be affixed to a vehicle, then it is to be considered a public hack. If the owners of vehicles do not wish to come under the provisions of this amendment, they may avoid it by not using a meter.

A strange opposition has developed to this new legislation, which flies in the face of all arguments previously used by hotel owners and the managers of several of the taxicab concerns. We have always heard from the hotel owners and larger taxicab companies that their drivers were the only honest men with whom the guests of the hotels could be entrusted. We are now met by a strange rightabout argument. I have received a letter from one of the largest taxicab companies in the city, signed by its president, in which he says:

"It would be impossible to get the public to ride in a cab where the driver regulated the charge (which he must do in all cases where dilatory distances are made without taximeters in some way being affixed). Both the public and the company would without question be subject to great fraud on the part of any dishonest chauffeur, and for this reason should not be denied the right to use any device that might prevent such a possibility." \* \* \*

INDICATES WISH TO DEFEAT ANY REFORM.

In contrasting these two lines of argument one is led to believe that the opposition to the original taxicab ordinance and to this amendment is not sincere, but that the real gist of the matter is that the taxicab ordinances are cutting in on special privileges and rebates wrongfully charged the travelling public, and that every step taken by the city authorities in this direction will be met by one argument or another, in the hope that all reforms may be defeated.

The investigations conducted by the Commissioner of Accounts' office, when this taxicab matter was first taken up, showed that the hotels in this city were receiving very large rebates on the fare charged each guest leaving the hotel. One house in particular received an income of over \$20,000 per annum from this taxicab rebate, and another received over \$20,000 per annum.

There is a persistent effort being made under every subterfuge known by adroit counsel to continue this rebate practice.

At the public hearing that I held on this amendment the attorney of the Hotel Association frankly stated:

"It is a fact that we are receiving a commission, and that is one of the principal reasons why I am here."

The man who made this statement before me further said:

"I represent all the big hotels in the city of New York in this association."

This attorney also said: "I don't know any reason after a hotel man has devoted his life and money to the hotel business why he should not make a profit out of the taxicab service part of his business."

I have been furnished with the following figures from the office of the Commissioner of Licenses, which show how the taxicab business is steadily increasing in number of licensed vehicles under the rates fixed by your Honorable Board:

Taxicabs licensed between Aug. 1, 1913, and Jan. 31, 1914, 192.  
Taxicabs licensed between Feb. 1, 1914, and Dec. 30, 1914, 2,717.

This is an increase in 1914 of nearly 800 over the six months in 1913.

JOHN PURROY MITCHELL,  
Mayor.

## James McCreery & Co.

34th Street

5th Avenue

### Remarkable January Fur Sale

#### ABOUT WHOLESALE PRICES

The purchase of the entire production of a manufacturer of High-Class Fur Garments, Muffs and Neckpieces, in addition to the remaining stock, are offered at price concessions ranging from 33 1/3% to 50% less than the prevailing prices of Furs of similar quality.

#### WOMEN'S FUR COATS

Caracul Coats made from selected lustrous skins, richly lined.	40 in. long.....	45.00
	formerly 85.00	
Caracul Coats with collar of Natural Skunk or other contrasting furs.	40 in. long.....	62.50
	formerly 95.00	
French Seal Coats, 40 inches long.....		45.00
	formerly 85.00	
Hudson Seal Coats made from choice selected skins; lined with silk brocade.	40 in. long.....	77.50
	formerly 110.00	
Hudson Seal Coats with collar of Natural Skunk or other contrasting fur.....		85.00
	formerly 125.00	
Hudson Seal Coats, selected skins; made in extra large sizes, 46 to 50 in. bust measure.		110.00
	formerly 145.00	
Hudson Seal Coats, exceptionally smart lines.	48 in. long.....	145.00
	formerly 225.00	
Caracul Coats, made from lustrous skins; collar of Natural Skunk, Ermine or German Fitch.		145.00
	formerly 225.00	

### SEMI-ANNUAL CLEARANCE SALE

ACTUAL SAVINGS OF FROM 25% to 33 1/3%  
HIGH GRADE DOMESTIC RUGS

#### Anglo-Persian, Genuine French Wilton and Herati Wilton Rugs

Size 9x12 ft.....	regularly 60.00.....	Sale price 42.50
Size 8.5x10.6 ft.....	regularly 54.00.....	Sale price 39.75
Size 6x9 ft.....	regularly 37.50.....	Sale price 29.00
Size 36x63 in.....	regularly 9.50.....	Sale price 7.50

#### Royal Wilton Rugs, Including the Famous Bandhar Weaves

Size 9x12 ft.....	regularly 44.00.....	Sale price 30.00
Size 8.5x10.6 ft.....	regularly 40.00.....	Sale price 28.50

#### Beauvais Seamless Axminster Rugs

Size 9x12 ft.....	regularly 30.00.....	Sale price 23.50
Size 8.5x10.6 ft.....	regularly 26.00.....	Sale price 19.90

#### SELECTED ORIENTAL RUGS

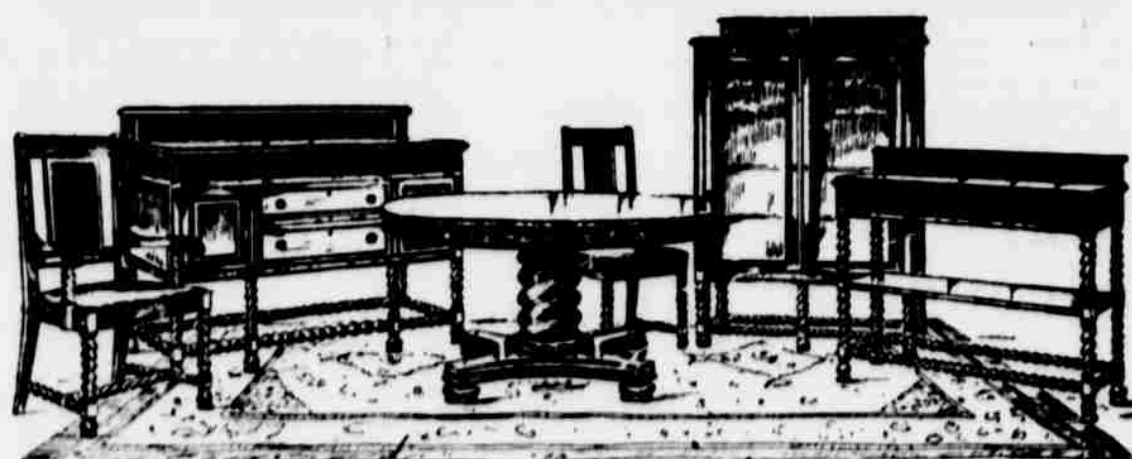
##### Averaging 1/3 Below Regular Prices

Persian Kurdistan Rugs, soft colors and silky texture.	Average size, 3.8x6.6 feet.	value 30.00, Sale price 18.50
Iran and Bijar Rugs, extra heavy; fine weaves.	value 45.00 to 47.50,	Sale price, 28.50
Fine Antique Laristan Rugs, one of the finest Persian weaves.	value 65.00, Sale price 44.00	
Over 500 Persian Rugs, assorted sizes.....	Special, 5.75 to 1200.00	

### ANNUAL JANUARY SALE

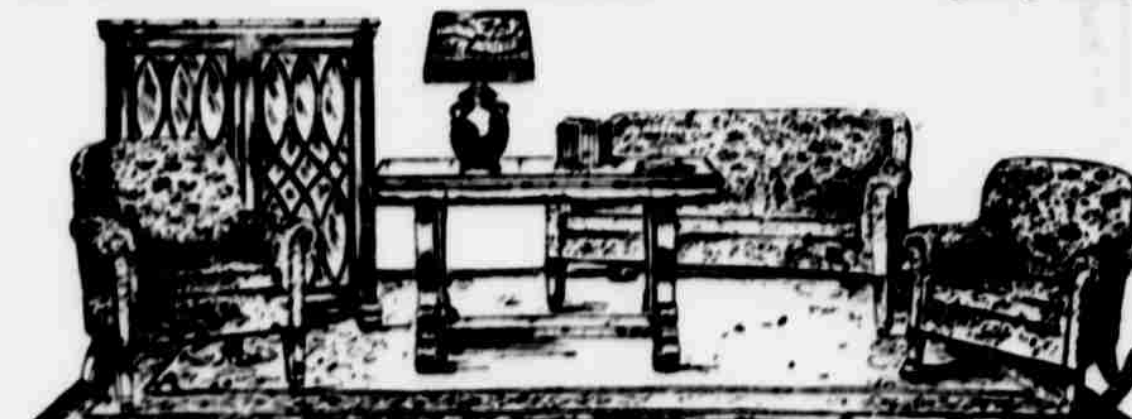
#### "McCREERY" MASTER-MADE FURNITURE

Absolutely Unparalleled Values in Furniture, Brass Beds and Bedding



Dining Room Suite as Illustrated

Ten-piece Suite, Charles II. model; made of Quartered Oak in a soft toned brown finish. Buffet, China Closet, Serving and Extension Tables, five Sidechairs and one Armchair. 275.00 regularly 380.00



Colonial Model Library Suite as Illustrated

Chair or Rocker, as illustrated. Loose down cushions; arms and back upholstered with curled hair and moss; covered with Tapestry. regularly 38.00, 27.50  
Sofa, as illustrated..... regularly 65.00, 48.00  
Solid Mahogany Table, as illustrated. Designed and made especially for James McCreery & Co. regularly 45.00, 29.75  
Solid Mahogany Double Door Bookcase, as illustrated..... regularly 80.00, 37.50

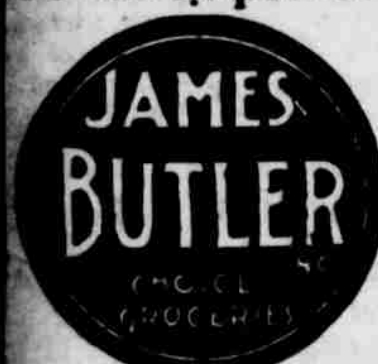
Stores Everywhere With the Best of Everything to Eat and Drink

## JAMES BUTLER INC

240 Stores

35 Markets - 131 LICENSED STORES

Great Slaughter of Prices for the New Year  
The choicest standard quality of new, fresh, wholesome foods at prices which no housekeeper can afford to overlook



## Tomatoes

Ripe, red fruit in solid packed cans

Large No. 3 Can, 6c

No. 2 Can, 4c

Purnell's Imported Pickles, 25c  
Chow Chow or Mixed; large glass jar.



Condensed Milk  
Lakeview Brand, in sanitary cans.....  
Early June Peas, can.....  
Choice Sugar Corn, can.....  
Spinach, Clean and Green, can.....  
String Beans, Green and Tender, can.....  
Triumph Oats, Largest Package.....

Each 7c

Pineapple, can.....  
Choice fruit, sliced or in chunks.....  
Libby's Tomato Soup, Large can.....  
Quaker Corn Flakes, Big pkg.....  
Noodles, Golden Egg Brand.....  
Liberty Catsup, Bottle.....  
Safety Matches, 12 Boxes.....

Each 5c

Blue Ribbon Buckwheat and Wheat Flour Prepared Self-Rising  
All ready to mix, saves time, work and money; makes the most delicious griddle cakes; put up fresh in large packages; each.....

10c

Blue Ribbon Syrup, can..... 10c  
Aunt Nanna's Pancake Flour, pkg..... 10c  
Lyle's Imported Golden Syrup, can..... 19c  
Sliced Beef, from best cuts, glass jar..... 10c

The Choicest New Teas  
Unexcelled for Purity, Flavor and Rare "Cup Quality."  
25c 2 1/2oz Stamps with..... 1-lb. 70c Teas  
50c 5oz Stamps with..... 1-lb. 60c Teas  
50c 5oz Stamps with..... 1-lb. 50c Teas  
50c 5oz Stamps with..... 1-lb. 50c Teas  
Ceylon, Oolong, English Breakfast or Mixed.

Crystal Domino Sugar, package..... 10c  
Borax Soap, Butler's and Swift's, cake..... 3c  
Toilet Soap, Perfumed, 3 cakes in box..... 10c  
Washing Powder, Clewett, large pkg..... 10c

Specials in Liquors  
Imperial Rye, Best value in a low offered; regular size bottle cut to..... 39c  
Special Reserve Rye, Choice Blend of fine old American rye whiskeys, regular \$1.25 bottle, cut to..... 89c  
Guinness's Stout—Bass Ale  
The World's Two Best 2 Bottles 25c 3 Splits 25c  
Imported Brews.....  
Bottles of 12 per doz. bottles and 12c per doz. splits for samples

## Evaporated Milk

Rich, pure, whole milk, evaporated to the thickness of cream. Makes excellent cream for Coffee and Tea as it comes from the can. Dilute with water for all milk purposes.

EVERY CAN GUARANTEED  
Belle Brook Brand, 7c  
Lakeview Brand, 6c  
Tall 10c can..... 7c  
Tall 10c can..... 6c  
3 CANS 20c 3 CANS 17c

## Choicest Coffees

The four favorite blends, unsurpassed in aroma, strength and flavor; always fresh roasted and sold in the bean or ground or pulverized in our electric coffee mills to suit purchasers:—  
20 2 1/2oz Stamps with 1-lb. Very Best Plantation..... 35c  
20 2 1/2oz Stamps with 1-lb. Special Butler Blend..... 30c  
10 2 1/2oz Stamps with 1-lb. Breakfast Blend..... 25c  
5 2 1/2oz Stamps with 1-lb. Best M. & S. Blend..... 20c

Extra Special Low Priced Offers  
At All 35 James Butler Inc. Markets  
Smoked Shoulders, Like hams, Delicious little sugar cured "picnics," lb..... 13c  
Loins of Pork, lb..... 16c  
Spring Lamb, Short forequarters, lb..... 14c  
2 lbs. Corned Spareribs, Both..... 35c  
3 lbs. Heinz's Sauerkraut, 35c  
Boneless Bacon, In lean strips, lb..... 20c  
Double 2 1/2oz Stamps on Wednesday

YOU CAN PLAY your silent Piano with the skill of a master musician. \$250 and installation makes it a player piano, exciting any player device you have ever heard. ANK KNABE 17TH AVE. N.Y. 29th ST.

W. L. DOUGLAS \$5.00 \$4.00 \$3.00 \$2.00 \$1.00  
W. L. Douglas shoes are always worth what you pay for them.  
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